

CSR MADE SIMPLE

Practiceplan - 29 March 2023



Mark Topley
Purpose Driven Business

**WHY THIS MATTERS
WHAT IT IS
HOW TO DO IT**



MT

TODAY

1. What is CSR & Why it matters
2. Your CSR 'Why'
3. Planning & Implementing
4. Engaging the team





Part 1

WHAT IS CSR?





**"NOW WE HAVE OUR HANDS SET, OF COURSE,
LIBERALS DO THEIR LIVES"**

Simon Silcock



**“NO-ONE WRITES THEIR NET WORTH ON
THEIR TOMBSTONE”**

Simon Sinek




WHAT ARE WE DOING?



WHY ARE WE DOING IT?



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Believe in something.
Even if it means sacrificing everything.


 Just do it.

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Levi's®



**THE AVERAGE PAIR OF JEANS
USES 42 LITERS OF
WATER IN THE FINISHING
PROCESS. A PAIR OF RIGID
WATER<LESS 501'S
USES LESS THAN 1 LITER.**

 TAKE A STEP IN THE RIGHT DIRECTION. VISIT [LEVI.COM](https://www.levi.com)
TO SEE HOW WE'RE FINDING WAYS TO CARE FOR OUR PLANET.



**Organic,
recycled,
sustainable.**

**Affordable
cotton.**



By 2027, all the cotton in
our clothing will be organic,
recycled or sourced from our
Sustainable Cotton Programme.

 **How
Change
Looks**

BEYOND MEAT



88%

**OF CONSUMERS 'EXPECT YOU TO DO SOCIAL AND ENVIRONMENTAL GOOD'
AS A DAY TO DAY PART OF YOUR BUSINESS**

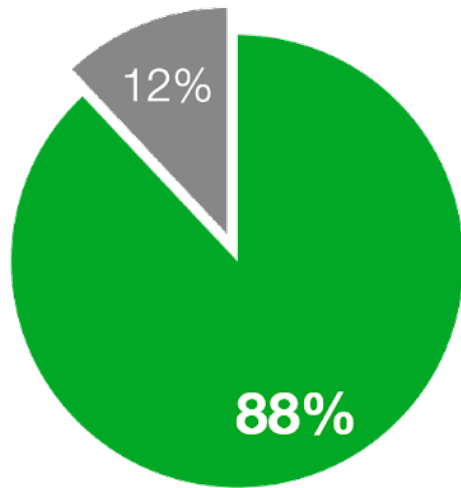


“Nowadays, when patients look for quality, they take into consideration more than the simple offer of clinical excellence and customer service. They are interested in your core values”

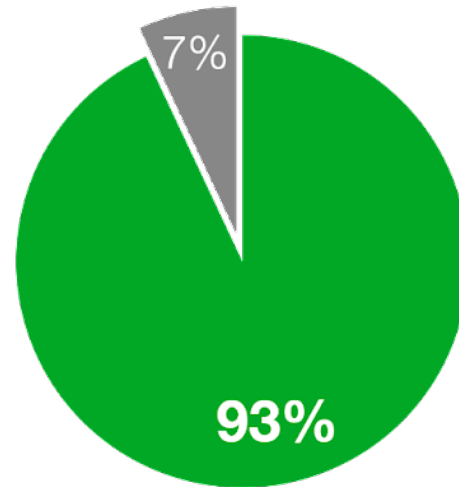


CHRIS BARROW

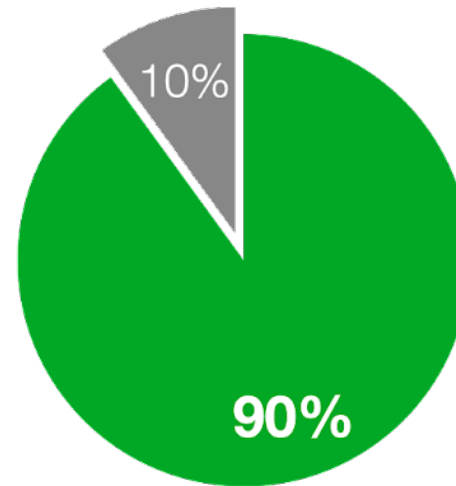
**Expect
Responsibility**



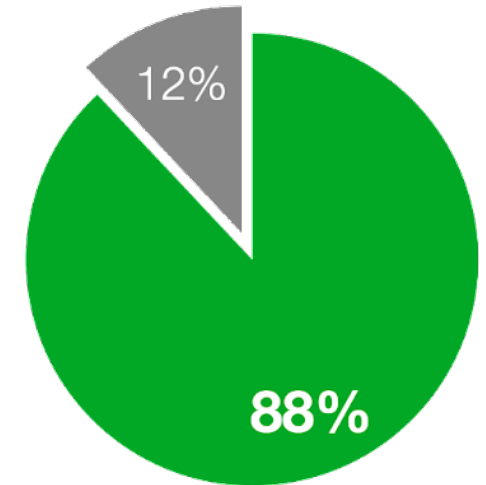
**Better Image
of You**



Be More Loyal



Trust You More



TEAMS IN RESPONSIBLE BUSINESSES

4 x less likely
to leave

18% MORE
productive



Generate 15%
HIGHER
turnover

Generate
120% of
salary ROI



CSR IS
DEMANDED
REWARDED
SOUGHT OUT
COST EFFECTIVE



COLLECTIVE

**TOGETHER,
ALL OF US**

SUSTAINABILITY

**MEET OUR NEEDS WITHOUT COMPROMISING
THE NEEDS OF FUTURE GENERATIONS**

RESPONSIBILITY

**MAKE A POSITIVE CONTRIBUTION TO SOCIETY
THROUGH THE BUSINESS**





PEOPLE

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WHAT DO YOUR PEOPLE WANT?

“... the top predictor of workplace satisfaction is not pay...”



CULTURE

- Define
- Communicate
- Reward
- Institutionalise
- Model



LEADERSHIP

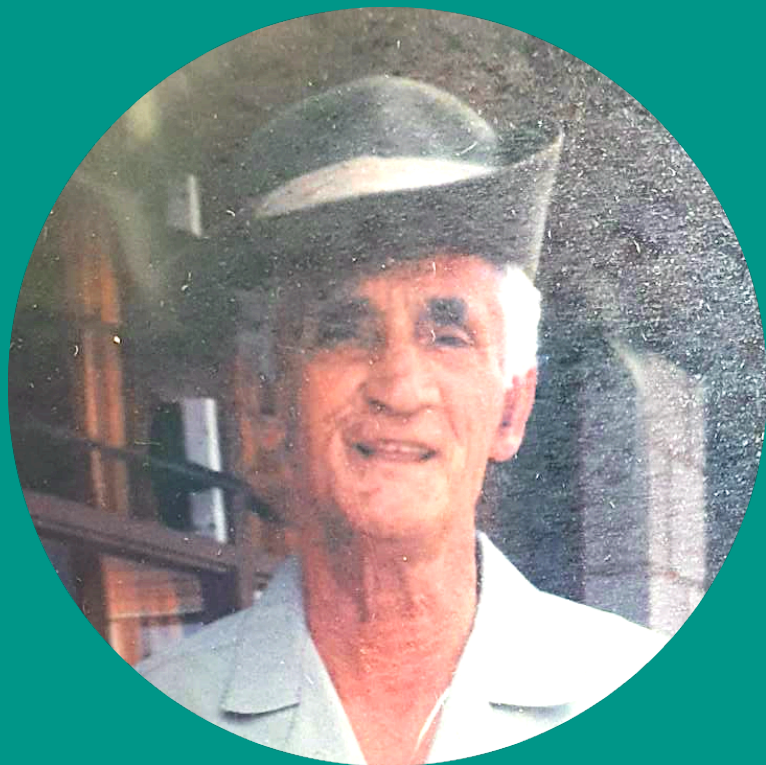
- Create a 'Creed'
- Invite into a story
- Lead with humility
- Commit to growth



DEVELOPMENT

- Create clarity
- Delegate authority
- Coach



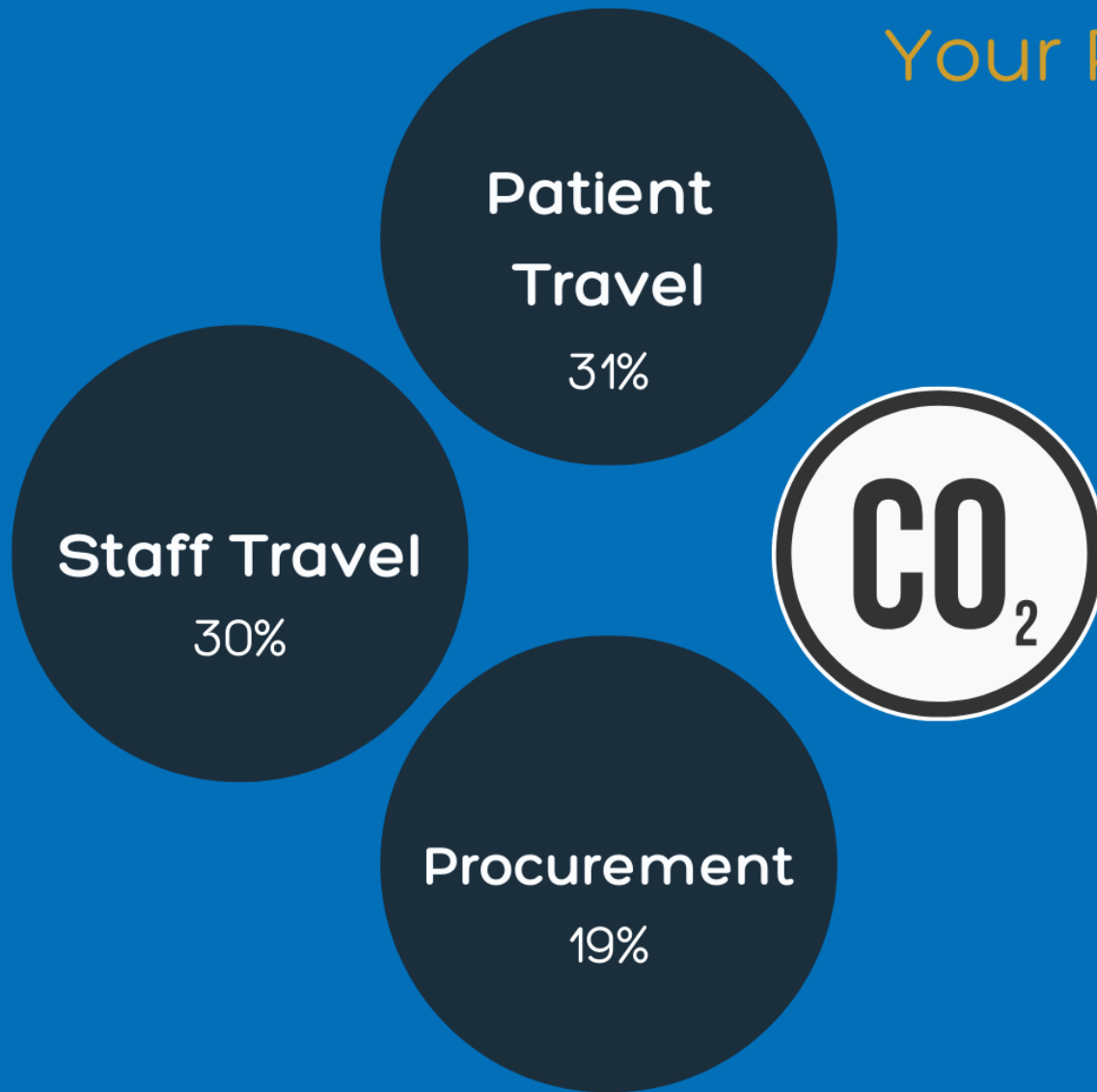


ENVIRONMENT

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Your Practice Carbon Footprint



Ways to reduce:

- Patient Appointments
- Travel Policy
- Sustainable Procurement Policy

Green Practice Principles



Recycling
everything possible



Carbon Reduction
& Offset



Renewable Energy



Energy Efficiency



Promote Biodiversity



Conserve Resources



Swap Single Use



Use Natural Cleaners



Fair Trade

Green Practice Management



Implement a sustainability standard



Management & Champions



Staff Training



Communication & Advocacy



Dental Susnet

Join
Networks



CHARITY & COMMUNITY



SUCCESSFUL C&C

- Fit
- Partnership
- Support the team
- Be 'FOR'



EXERCISE

Turn to page 4

What is CSR?

Immediate gaps

Quick wins



Part 2

CSR WHY



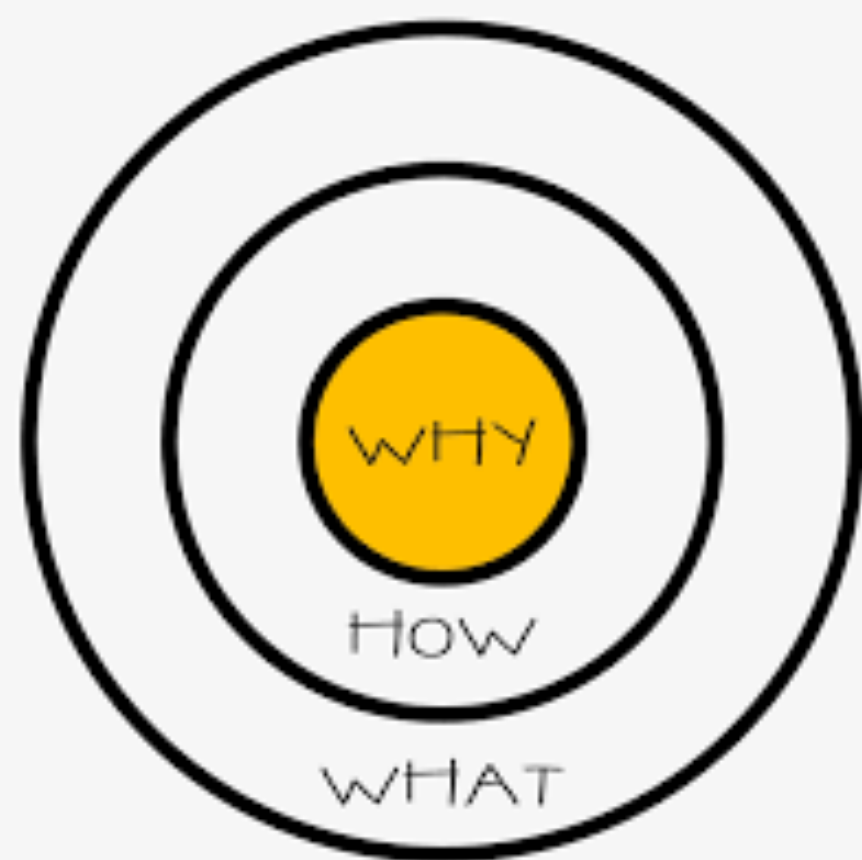


PROCESS





There's something else at play here.



**“Process rescues us from the poverty of
our intention...”**



ELIZABETH KING



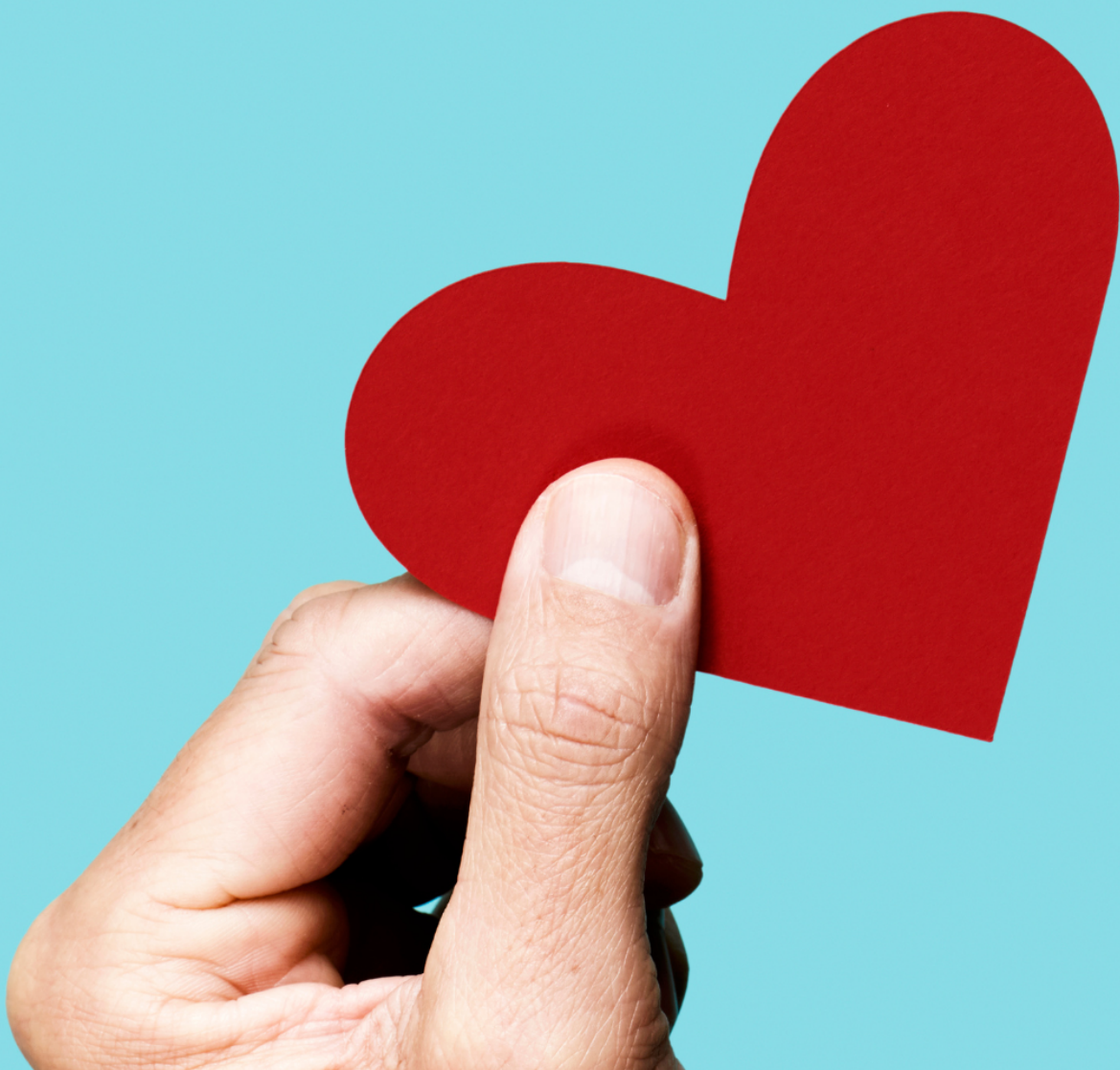
Foundation

EXERCISE

Turn to page 5-6

Your CSR Why

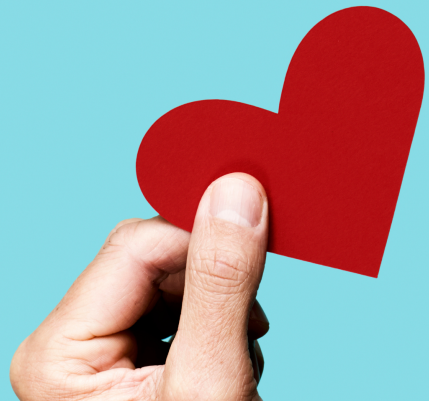




COMMITMENTS

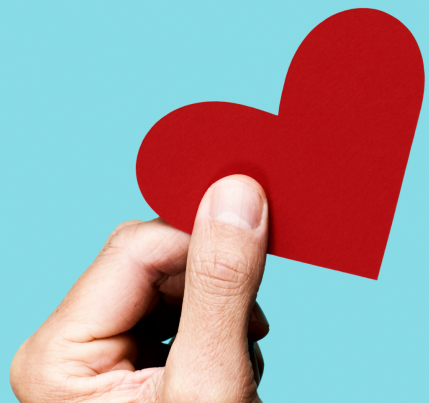
CHARTER

- Ethical decision making and behaviour.
- Strong, value driven leadership.
- Positive charity & community engagement & partnership.
- Continuous review of environmental responsibility.



CHARTER

- Open and honest communication both internally and externally, and to celebrate our achievements.
- Business giving to good causes.
- Active encouragement and support for team participation in volunteering and fundraising.
- Managing CSR like any other value creating asset.



EXERCISE

Turn to page 7-8

Your CSR Commitments



Part 3

HOW TO PLAN CSR

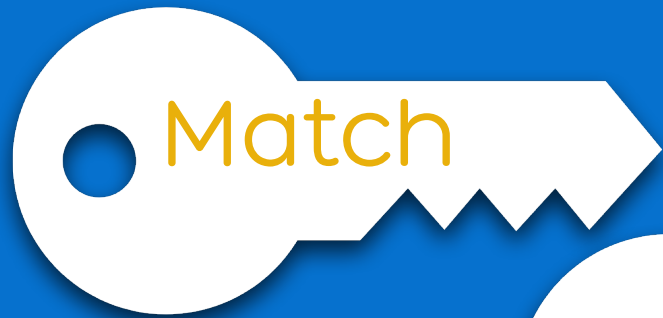


MT



Foundation

Four Keys to CSR Success





Dental - Bridge2Aid Local

- Framework
 - We R Here
 - Children's Bereavement Centre
- Community - career opportunities
& monthly fund





TIWARI
WATSON DENTAL CARE

0141 557 3488



Dental - Bridge2Aid
Local - Marie Curie
Community - volunteering





BOW LANE
DENTAL GROUP

Dental - Bridge2Aid

Local -

- Sick Children's Trust
- City Giving

Community - volunteering



el1even
EXCELLENCE IN DENTISTRY

Dental - Smile Train
Local - Keen London, SHP
Community - Comm Fund & support
volunteering

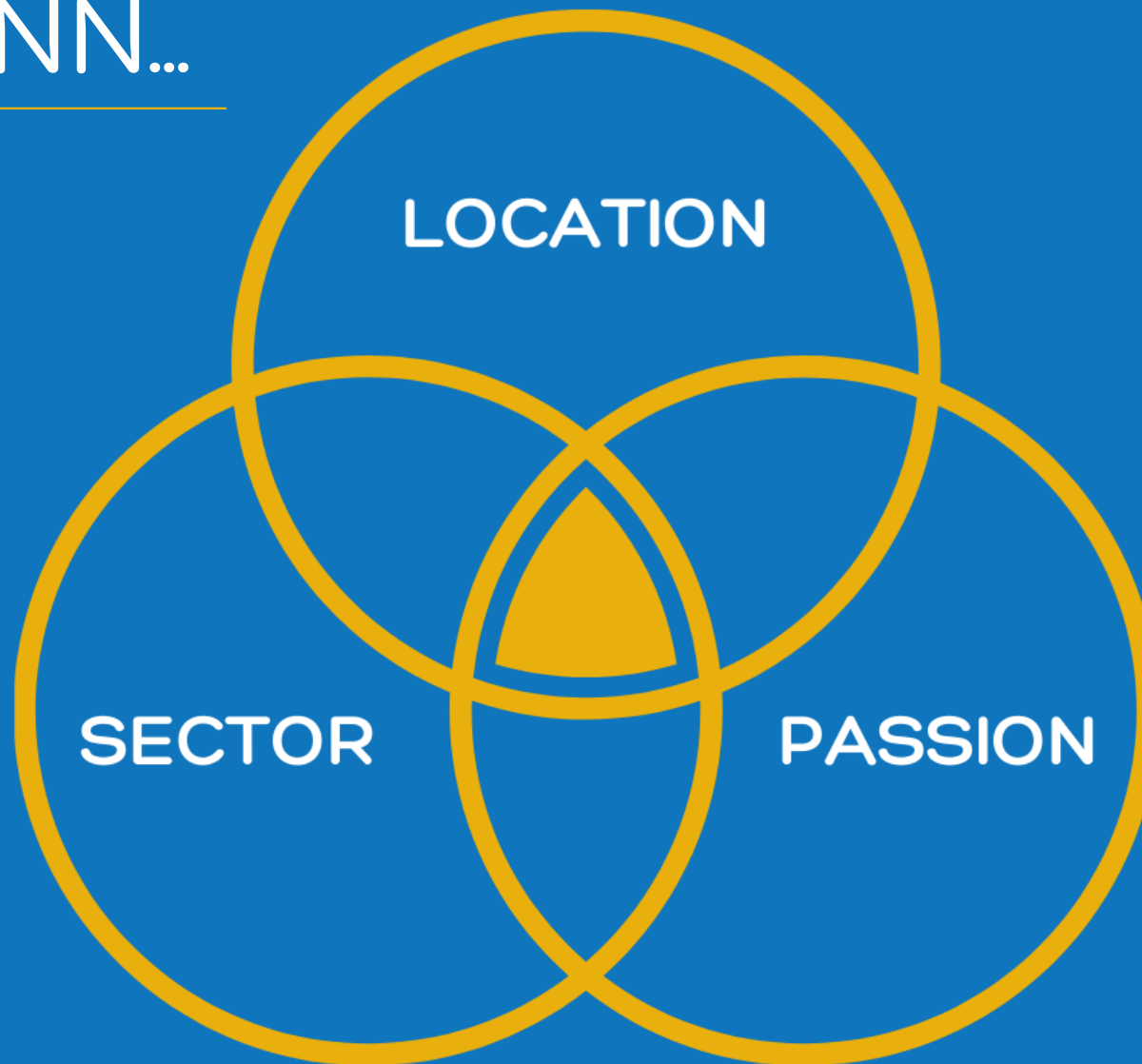
PLANNING

- Charity Choice
- Activities
- Environmental
- Team & Ethics
- Create the plan



[illegible]

CSR VENN...



EXERCISE

Turn to page 10
Charity Choice



DO THINGS
TOGETHER



Abseil
Auction / Auction of promises
Bake sale
Beard shaving
Coffee mornings
Car Wash
Cinema screening
Dinner Party

Darts match
Eating competition
Easter Egg Hunt
Easter party
Football match / 5-a-side football
Fancy-dress days

Raffle
Running
Sweepstakes
Skill Bidding
Skydiving
Sponsored Cycle

It's a Knockout
James Bond
Karaoke night
Lunch
Marathon events
Office Etiquette
Quiz night

Games Night
Give it up!
Giving Saturday
Guess The Baby
Head shave
International evening / International
Day

Sponsored Silence
Tough Mudder/Wolf Run
Walk
Wear It
Xbox / Playstation / Console Night
Zip Wire

EXERCISE

Turn to page 11

Fundraising & Volunteering



ENVIRONMENT





Environmentally Sustainable Dentistry - Audit



Practice Name:

Element	Note/Action	Area	Doing Now?	Willing to do?
Wildlife	Plant soil areas with wild flowers/have planter pots	Biodiversity		
Switching off machines	Switch off protocol including timers to switch off non-essentials when not being used	Energy Saving		
Air conditioning	Use only when necessary, and the minimum period before room use	Energy Saving		
Green tariffs	Contract electricity and gas from renewable sources	Energy Saving		
Travel	Lift share, walk to work, cycle to work schemes. Co-ordinated appointments	Sustainability		
Communication	Use your website and other channels to promote green choices	Communications		
Ethically Sourced Supplies Resources	Source Fair Trade tea, coffee and other supplies	Ethical		
Green Champion and Training	Appoint someone to enforce green policies, and train staff on best practice	Sustainability		
Recycle bins	Maximise by having mixed recycling bins and disposal - also in surgery	Recycling		
Paper		Recycling		
Plastics		Recycling		
Batteries		Recycling		
Printer cartridges		Recycling		
Oral Health waste recycling	Host a collection point and promote use	Recycling		
Recycling furniture	Used or worn furniture is donated or recycled rather than disposed of	Recycling		
Coffee machines	Use machines that grind the coffee, &/or recycle pods	Recycling		
Reverse osmosis machine for distilled water	Produce distilled water in-house	Reduce plastic		
Reduce use of plastic cups, cutlery etc		Reduce plastic		
Supply of toothbrushes	Offer bio-plastic/bamboo options, reduce plastic offerings	Sustainability		
No single use plates or cutlery	Provide reusable cutlery and crockery for staff and patients	Sustainability		
Purchasing	Favour recycled products/social enterprise	Sustainability		
Office paper		Sustainability		
Toilet Paper		Sustainability		
Paper Towel		Sustainability		
Soaps and Sprays	Non-clinical	Sustainability		

FURTHER IDEAS AT [DENTALCSR.CO.UK/the-standards](https://dentalcsr.co.uk/the-standards)

=2nd?

Easy

1st

Low Impact

High Impact

??

Difficult



=2nd?

EXERCISE

Turn to page 12-14



Part 4

ENGAGE THE TEAM



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So, ladies and gentlemen, at TED

CSR Change



Change - What you need

$$(D \times V) + F > R$$

- Resistance
- Dissatisfaction
- Vision
- First step

THE TEAM MEETING

- Intro to CSR
- Intro to Why
- Choose a charity
- Environmental
- Fundraising
- Call to action



EXERCISE

Turn to page 15-16

Engage the Team



“CSR has been a powerful way to inspire our team... They are more engaged and enthusiastic than we’ve seen for some time.”



DR ANGELA AULUCK, DENTAL ROOMS WIMBLEDON VILLAGE

“Brilliant - it's empowered the whole team - dentists, hygienists, nurses, receptionists, even the cleaner are now doing things towards one goal.”

My mission

To help you build a
business where people
love to work



PP RESOURCES

- Digital workbook
- Slides
- Timesaver
- Communications guide



SHORT E-COURSE

- 4 guided tutorials
- 4 simple worksheets
- CSR Plan in 60 mins

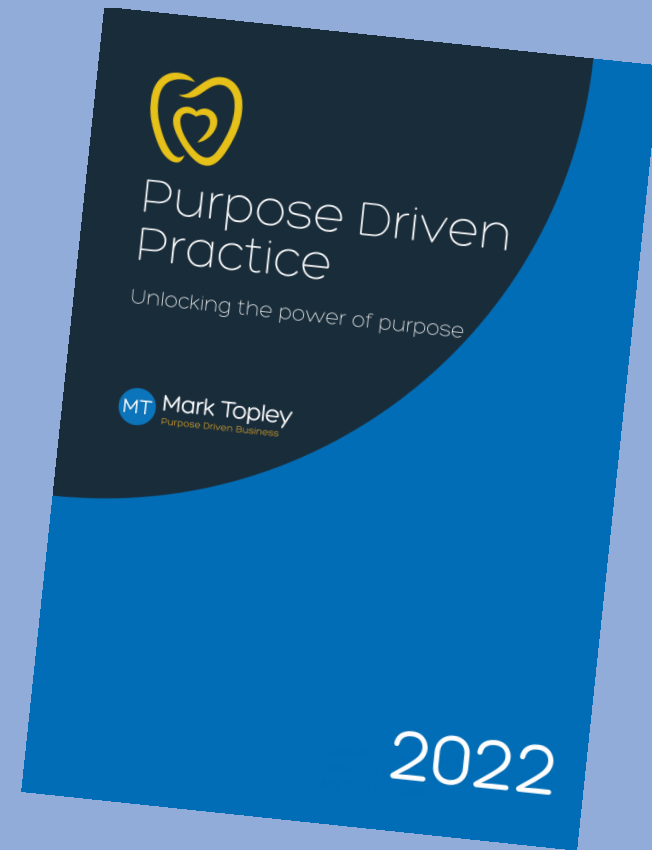


OFFICIAL PRICE - £79

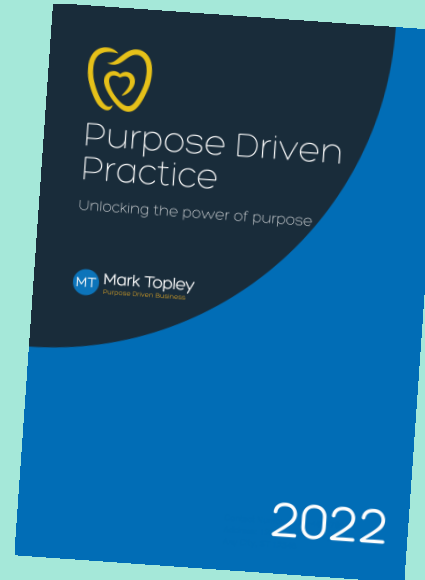
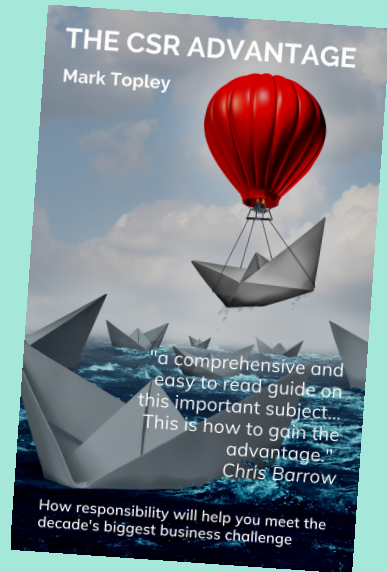
10% DISCOUNT WITH 'FRIENDS10'

CSR ACADEMY

1 year 'done for
you and with you'
package



REQUEST BROCHURE



WHAT'S NEXT?

MARKTOPLEY.CO.UK/START

GET STARTED



THANK YOU



Mark Topley
Purpose Driven Business



PLEASE PROVIDE FEEDBACK